THE CORRIDOR REPORT

Florida's corridor, decoded every week.

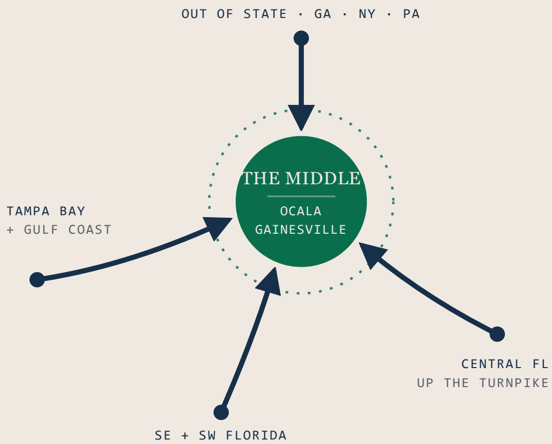
Expert weekly intelligence on the North Central Florida corridor, the booming interior between the coasts, and the trends, money, and risk reshaping it. Kane Brooks, Keller Williams Gainesville.

THE LEAD · WHAT MOVED THE CORRIDOR THIS WEEK

The Fed's next move might be up, not down.

The migration to the middle

Coastal Florida, the Turnpike, and out-of-state movers, converging on Alachua, Marion, and the ring.



ORIGINS, THE COASTS + BEYOND

THE MIDDLE THEY ARE BUYING

THE RING, THE COUNTIES AROUND IT

The ring is Columbia, Levy, Sumter, Suwannee, Gilchrist, and Lake, the six counties the middle is spilling into.

65% *the odds futures now put on a September rate hike, the first upward move of this cycle.*

SOURCE · FL OIR / COUNTY RATE FILINGS · 2026

The committee every corridor seller has been waiting on is no longer arguing about how fast to cut. On July 29 the FOMC held its target at **3.50 to 3.75 percent** for a fifth straight meeting, but Cleveland's Beth Hammack, Minneapolis' Neel Kashkari and Dallas' Lorie Logan all voted to raise it a quarter point, the first time since September 2016 that three policymakers dissented in the same direction. J.P. Morgan Wealth Management told clients on August 5 it now expects a hike on **September 16**, with futures pricing near 65 percent, driven by oil near $80 a barrel. The risk to a corridor payment this fall has changed direction.

SOURCES · FL OIR / COUNTY RATE FILINGS 2026 · REDFIN 2026 · FAU CLIMATE SURVEY 2026

3 votes

The first triple dissent since 2016

Hammack, Kashkari and Logan all voted to hike on July 29, and the hold carried 9 to 3. Three policymakers had not dissented in the same direction since September 2016.

Source · Federal Reserve, Jul 2026

$80

Oil is what changed the forecast

Supply disruption from the Iran conflict left crude near $80 a barrel on August 3, with strategists flagging upside toward $120. Energy, not housing, is what put a September hike back on the table.

Source · J.P. Morgan Wealth Mgmt, Aug 2026

6.67%

One report broke a five-week climb

July CPI landed August 12 at 3.4 percent over the year, a tenth below June, with core at 2.5 percent. Freddie Mac's 30-year average fell to 6.67 percent the next day, ending five straight increases.

Source · BLS / Freddie Mac, Aug 2026

THE READ THIS WEEK *"The cut everyone priced in is not the one being debated."* PAGE 4

THE FEED · WHAT CHANGED THIS WEEK

What changed this week.

Four sourced developments moving the corridor, and why each bends the migration inland.

Every candidate in Marion's District 2 primary ran against growth

ON THE GROUND

The three Republicans competing for the District 2 commission seat on the **August 18** ballot converged on one message: keep Marion horse country, hold development inside the urban growth boundary, follow the comprehensive plan. Four more are running for the open District 4 seat on the same footing. The vote lands six weeks before the county's impact fee steps up on October 1.

Source · WCJB / News 6 Voter's Guide · 2026

The latest on September 30: Realtors put a lapse at 1,300 sales a day

THE DEADLINE

Part two of the flood story. The National Association of Realtors puts the cost of an NFIP lapse at roughly **1,300 property sales a day**, about 40,000 closings a month, because the program could neither write new policies nor renew existing ones. A lapse would also cut FEMA's Treasury borrowing authority from $30.4 billion to $1 billion. Congress has extended the program 35 times since 2017.

Source · Nat'l Assn of Realtors / FEMA · 2026

Public land just became apartment land, and local boards cannot say no

THE INVESTOR

House Bill 1389, the fourth Live Local Act, took effect July 1 and makes land owned by counties, cities and school districts eligible for apartment development, plus parcels over three acres held by long-established churches. Projects reserving **40 percent** of units as affordable rentals get added density and height, less parking, and administrative approval that bypasses local review boards.

Source · Florida Senate, HB 1389 · 2026

The insurance turn, part three: filings now average a 6.9 percent cut

THE MONEY

The Office of Insurance Regulation reports the 30-day average for residential rate filings in July was a **6.9 percent decrease**, with more than 190 filings for cuts or zero increases since the 2022 reforms. Florida's Edison asked on August 4 for 9.8 percent off. OIR counts premium decreases in 51 of 67 counties this year, which leaves the interesting question of which 16 did not.

Source · Florida OIR / Insurance Journal · 2026

WHAT TO WATCH

— **September 16.** The FOMC decides. Three regional presidents are already on record wanting a hike, and the August CPI release is the swing factor between now and then.

— **September 30.** Federal flood insurance authority lapses at 11:59 p.m. unless Congress acts. Do not set a closing that needs a new flood policy tight to that date.

— **October 1.** Marion's transportation impact fee steps to 80 percent of the calculated rate, about $530 more a house, with the same step due in 2027 and 2028.

BY THE NUMBERS

6.67%
30-YR FIXED
Down from 6.69%, ending a five-week climb. A year ago: 6.58%.
Freddie Mac · Aug 13 2026

3.50–3.75%
FED FUNDS TARGET
Held five straight meetings on a 9 to 3 vote. Next call: September 16.
Federal Reserve · Jul 29 2026

$279,000
MARION COUNTY MEDIAN
Down 3.7% a year, while Alachua sits at $340,000, up 4.3%.
Redfin · Jul 2026

$4,974
OCALA HOME INSURANCE
Gainesville $4,259, against $16,123 in Miami, same policy.
MoneyGeek · 2026

4.5 mo
FL SINGLE-FAMILY SUPPLY
Statewide median $432,000, on a tenth straight month of sales growth.
Florida Realtors · Jun 2026

$3.83
FL AVERAGE GAS
Regular unleaded statewide, a live line item on any commute.
AAA · Aug 3 2026

THE FEATURE · WHAT GETS BUILT

What is getting built, and what is not.

Two subdivisions cleared inside a single August week, a county study proposed a second sports engine, and three counties moved to keep one industry out entirely. Read together, they show a corridor that has stopped saying yes to everything and started sorting.

Ocala 52 / the quarry

590 HOMES ON A MINED-OUT PIT

590	82 ac	360
DWELLING UNITS APPROVED	ANNEXED ON AUGUST 4	OF THEM MULTI-FAMILY

The Ocala City Council voted **unanimously** on August 4 to annex an 82-acre former limestone quarry on SW 52nd Street and approve up to 590 units, roughly 230 single-family homes and 360 apartments. A second plan, 151 homes on 39 acres in southeast Ocala, reached the county review committee three days later.

Source · Ocala City Council · Aug 2026

Shocker Park

A SECOND DEMAND ENGINE

$13.9M	10 yr	2
THREE-PHASE PLAN	BUILD HORIZON	SPORTS CAMPUSES AT ONCE

A county-commissioned study outlines **$13,925,000** over the next decade to expand Shocker Park into a regional sports hub. It lands while the World Equestrian Center's own sports campus is being fought in court by a neighboring horse farm. Marion wants demand that is not tied to the horse calendar.

Source · Marion County study · Aug 2026

Data centers

THE ONE BEING TURNED AWAY

3	SB 484	92–16
COUNTIES MOVING TO BLOCK	TOOK EFFECT JULY 1	THE HOUSE VOTE

Levy ordered a one-year moratorium drafted after nearly 100 residents packed a workshop, Columbia said it will explore restrictions, and Lake moved toward a temporary ban. **SB 484** preserves local zoning authority over large load customers, so a county can deny outright. A UF speaker gave Levy the argument: almost no permanent jobs.

Source · WCJB / Florida Senate · 2026

THE READ

Waiting is no longer the cheap option.

THE READ · BY KANE BROOKS

For two years the advice in this corridor has been some version of wait for the cut. This week three Fed presidents voted to raise instead, and J.P. Morgan told clients to expect a hike on **September 16**. I am not predicting that. I am saying the direction of the risk flipped, and the people I work with should plan against the direction, not against the hope.

The local calendar is doing the same thing. Federal flood authority expires September 30. Marion's impact fee steps up October 1, about $530 more a house, on the way to roughly $5,300 by 2028. Every candidate in Tuesday's District 2 primary ran on slowing growth. None of those are forecasts. They are dates, and each one lands between now and Thanksgiving.

So my read is that the cost of waiting has passed the cost of moving. A buyer who locks this fall at **6.67 percent** trades a hoped-for cut for a known number. A seller waiting on the rate that brings buyers back is waiting on a committee arguing the other way. This corridor prices on carrying cost, and carrying cost is exactly what these dates move.

Kane Brooks

WHAT IT MEANS FOR YOU

If you're buying	Plan against the rate in front of you, **6.67 percent**, not the one you hoped for. If you are building new in Marion, a permit pulled before October 1 avoids the next $530 impact fee step, and two more steps follow in 2027 and 2028.
If you're selling	Waiting for a cut is now a bet against three sitting Fed presidents. Price for the market in front of you: Marion's median is down **3.7 percent** and Ocala approved 741 new units in a single August week.
If you own here	HB 1389 opened county, city and school land to apartments with administrative approval and no local board vote. In ring counties with cheap public land and thin rental stock, that is a buildable path, if you can hit **40 percent** affordable.

SOURCES & DATA VINTAGE

U.S. Census Bureau · FHFA House Price Index (through Q3 2025) · NAR / MLS Campus 2026 forecast · Longyield 2026 · Florida OIR / industry insurance filings 2026 · FL SB 4-D · FL DOR (Save Our Homes) · 352today 2026 · KeyCrew 2026 · UF / IFAS · Bosshardt 2026 · Redfin 2026 · FAU climate survey 2026 · Pegasus 2026. Rates, corridor median / DOM / supply, gas, commute, and weather refresh each issue from the named source; no unsourced figure ships.

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